

# Mark West Area Chamber of Commerce and VISITORS CENTER



*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403

707.578.7975

Office Hours: Mon - Fri 10am - 4pm

[www.markwest.org](http://www.markwest.org)

[markwest@markwest.org](mailto:markwest@markwest.org)

**The Lark**

**February 2009**

Volume XIII Issue 2

## BUY OR BYE-BYE

### Why it's important to support locally owned businesses

Our national and global financial systems are coming apart, and as a community we need to start preparing ourselves for some of the challenges that lie ahead. These challenges are an opportunity to evaluate how we can spend our dollars or trade for services while making sure that we are supporting our local businesses.

More than ever in our lifetime, we need to understand the importance of supporting our local merchants and farmers. According to the Business Alliance for Local Living Economies (BALLE), significantly more money recirculates in our community when we buy from locally owned businesses. More money stays because locally owned businesses tend to purchase from other local businesses, service providers and farms. Purchasing locally helps grow other businesses, as well as our community's tax base for public service.

*continued on page 4*



Visit [markwest.org](http://markwest.org) for a directory of local businesses & attractions or stop by the Visitors Center for cards and brochures

## MEMBER PROFILE: BISTRO 29

My name is Brian Anderson and my wife, Francoise and I opened Bistro 29 in February 2008. I was raised in Santa Rosa, Larkfield area to be exact. Went to school at Mark West then Comstock then attended Piner High before going off to France to race my bicycle. While in France I met my wife and learned to love the food of Bretagne the area where my wife is from. This area has vast amounts of produce, seafood, pork and crepes.

Another influence in my cooking is my Italian grandmother who cooked for a CDF fire camp in Pine Grove. Of course her cuisine was always Italian influenced. We decided to open a bistro using local ingredients with Brittany traditions.

*continued on page 6*



[bistro29.com](http://bistro29.com)



Social hosted by  
Holiday Inn Express  
*more on page 3*

## COMMUNITY CALENDAR

### AFTER HOURS BUSINESS SOCIAL

Hosted by **CELLULARWORLD**  
2280 Mendocino Ave. Ste.B-1

Thursday, February 12

5:30 pm - 7:30 pm

*Bring your business cards*

### RIBBON CUTTINGS

Classic Masonry & Design, Essner Tree Service,  
C Gray Landscaping at Classic Masonry & Design, 617 Greenview Dr.  
Vintners Inn, 4300 Barnes Road

Thursday, February 19

12 noon

### PEOPLE EMPOWERING PEOPLE FUNDRAISING BREAKFAST!

Goodwill Industries, Stephanie 523-0550 x213

Friday, March 6, 8 am

Our Mission:  
The Mark West Area Chamber of Commerce is organized to advance the economic well-being and uniqueness of the Mark West Area so that its citizens and all areas of its business community shall prosper.



Jim Bajgrowicz,  
President

The next Board of Director's meeting is February 10 at Grace Fellowship, 608 Larkfield Center 11:30 am - 1:00 pm

Want to keep abreast of important information pertinent to business and legislative items??

Go to: [calchamber.com](http://calchamber.com)

**PRESIDENT'S MESSAGE**

Over the past several weeks there has been depressing business news even as it affects our local Chambers of Commerce. With businesses closing and the sour economy, memberships have been dropping and operational funds diminishing! Which brings me to the following:

**The State of Our Mark West Area Chamber of Commerce**

We are growing and have been over the past six months! Our membership is such that we host 60 to 75 members and guests at our BUSINESS AFTER HOURS. Raffle prizes have reached into three digits, and business information/contacts are made at each gathering (second Thursday of each month). With our Ambassadors as organized as they are, these gatherings are not only business builders, but fun too! Thank you Tony Gerald and committee.

To further emphasize our growth, our Chamber is holding an average of two ribbon cuttings each month, another function of the Ambassadors. If you are new and would like a business busting ribbon cutting, contact Lisa Cannon, Ambassador (576-2441 [lcannon@gire.org](mailto:lcannon@gire.org)) to schedule one.

You have read my praise of our office and volunteer staff. They are to be commended for their courteous and efficient performance for both the Chamber and the Visitors Center. The office is staffed from 10:00 a.m. to 4:00 p.m., Monday thru Friday.

When we consider the events sponsored or hosted by our Chamber, the Board of Directors and officers are the main element involved in their success. We are privileged to have one of the hardest working and dedicated Boards of any Chamber!

Consider that the Board is responsible for creating, adopting and implementing a working budget. This is to assure you that our Mark West Area Chamber of Commerce and Visitors Center is financially sound, on a firm footing, and expanding it's services to our member businesses and the community.

If you would like to serve on a specific task or committee, please give Pat a call at the office (578-7975). *Sincerely, Jim Bajgrowicz, President*

Below is the link to the Winter 2009 Forecast for Sonoma County. It's a sobering read, as a number of challenges lie ahead. However, over the longer term, Sonoma County's economy should rebound. *Ben Stone, Economic Development Board*  
[www.sonoma-county.org/edb/pdf/2009/local\\_economic\\_report\\_winter\\_2009.pdf](http://www.sonoma-county.org/edb/pdf/2009/local_economic_report_winter_2009.pdf)

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707/546-0307

**HOLIDAY INN EXPRESS STEPS IN TO HOST A WONDERFUL SOCIAL**

On Monday January 5th about 1:00 PM our chamber staff received a call from our good friends at B & G Pets. They told us that unfortunately due to a family crisis they would be unable to host the after hours social scheduled for Thursday, January 8th. Frantically the chamber staff went over options including the cancellation of the January social. As it turned out there was no need to panic due to the very gracious offer from Todd Anderson at the Holiday Inn Express to host the event. With less than 4 days notice Todd and his staff put together an extremely nice gathering complete with plenty of food, a variety of beverages and lots of enthusiasm.

Chamber Ambassador Walt Smith from Just Transportation introduced Todd Anderson to the 60+ members and guests in attendance. Todd told everyone of the upcoming remodel to the Holiday Inn Express which will include a new fitness center and meeting rooms. Todd explained how he had been operating the Holiday Inn Express for 8 years after relocating from San Diego and that he has truly enjoyed living in Sonoma County and is most fortunate to have such a dedicated staff working with him. Todd said he was more than happy to host the social and that it has been a pleasure to be associated with the chamber. Mark West Chamber President Jim Bajgrowicz from the office of James Bajgrowicz also spoke to everyone in attendance discussing the economic downturn and how important it is to keep your business activity within the chamber businesses whenever possible.

Our 50 / 50 raffle winner was Roger Olson from the Pacific Coast Air Museum with the winning ticket good for \$105.00. Congratulations Roger! Costco was the Chamber Member drawn to win the Pot of Gold. Unfortunately for Costco they were not able to have someone in attendance, so the pot was not won - *this time*. The amount now grows \$10.00 and will be a \$50.00 pot at next month's social on February 12th at Cellularworld located at 2280 Mendocino Ave. Suite B-1 (next to Safeway).

Airport Express, Cal-America Water Co., Healthy Are We and River Rock Casino donated prizes for the business card drawing. A big thank you to all four businesses for donating items. As always, Chamber Members are encouraged to attend our socials for great opportunities in promoting your business through discussions and door prize donations, as well as networking with other chamber members and the possibility of winning some cash or valuable prizes. *contributed by Anthony Gerald, Head Ambassador*

Visit [www.MarkWest.org/JanuarySocial2009](http://www.MarkWest.org/JanuarySocial2009) for more photos

**JANUARY SOCIAL**  
Hosted by  
**HOLIDAY INN EXPRESS**



Todd Anderson, GM & Michelle Vunce of Holiday Inn Express



Anthony Gerald, Airport Express, Todd Anderson, Holiday Inn Express, Walt Smith, President-Elect, Jim Bajgrowicz, President



**Sonoma CONNECTION**  
John Essman  
Kathleen Palmer  
P O Box 1381  
Healdsburg, CA 95448  
**(707) 433-8774**  
info@sonomaconnection.com  
www.sonomaconnection.com

Web Site Design • Search Engine Optimization  
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- BUSINESS-AFTER-HOURS-SOCIALS**
- FEB 12 CELLULARWORLD
  - MAR 12 C. GRAY LANDSCAPING
  - APR 9 HILTON GARDEN INN
  - MAY 14 AUTOBAHN
  - Joint Social with All County Chambers:
  - JUN 4 SONOMA COUNTY AIR MUSEUM
  - JUN 11 CHANCELLOR PLACE OF WINDSOR
  - JUL 9 GOODWILL INDUSTRIES/JOB LINK
  - AUG 13 OPEN
  - SEP 10 AIRPORT EXPRESS/ACTION RENTS
  - OCT 8 CAL AMERICAN WATER
  - NOV 12 SONOMA EYEWORKS

**BUY OR BYE-BYE**

**WHY IT'S IMPORTANT TO SUPPORT LOCALLY OWNED BUSINESSES**



*Clover Stornetta  
Tradeshow 2008*



*CellularWorld  
Tradeshow 2008*



*Interested in joining our  
Ambassador Club?*

*Contact  
Tony Gerald,  
837-8700  
tony@  
airportexpressinc.com*

*continued from page 1*

Our area businesses provide the most new jobs. The cumulative strength of small local businesses make them the largest employers nationally, and in most communities they provide the most new jobs to residents. It is also important to recognize that one-of-a-kind businesses are an integral part of a community's character. Because local owners have much of their life savings invested in their businesses, they have a natural interest in the long-term health of their community. People who own local businesses live in the community and are less likely to leave.

Local businesses encourage investment in the community. A growing body of economic research shows that, in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest in and settle in communities that preserve their one-of-a-kind businesses and distinctive character.

Competition and diversity lead to more choices. A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long term. A multitude of small businesses, each selecting products based not on a national sales plan but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

Research indicates that local business owners tend to support the nonprofits in their area. According to the BALLE research, nonprofit organizations receive an average 350 percent greater support from local business owners than they do from non-locally owned businesses. Various studies have also shown that our locally owned businesses provides better quality customer service.

An additional reason for buying locally is that these businesses have less environmental impact. Locally owned businesses can make more area purchases, requiring less transportation, and usually set up shop in town or city centers as opposed to developing on the fringe. This generally means contributing less to sprawl, congestion, habitat loss and pollution.

In addition to goods and services, we should buy locally grown produce. Almost daily we read about an outbreak of salmonella or other problems related to our food. The reason for this is that the food has to travel so far to get to the consumer. Regarding the transporting of food, it has been suggested that food be grown within 100 miles. Local farmers markets are important. We get to talk with the growers, find out what type of growing methods they are using and where the food comes from while having the opportunity to buy fresh produce which has much more nutritional value.

*continued on page 5*

  
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3  
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 Wikiup Professional Park, 136 Wikiup Drive, Suite B, Santa Rosa, CA 95403

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Shopping at locally owned businesses puts three times the dollars into our local economy. Researchers have found that the economic impact of shopping for goods and services at locally owned businesses is significantly greater than at nonlocal alternatives. In Austin, Texas, Civic Economics found that for every \$100 spent at a local bookstore, \$45 stayed locally, but for every \$100 spent at a chain store, only \$13 stayed locally. Transferring some of this money from chain or internet businesses to local businesses can have a huge impact.

Don't give your money away! Keep it in our community, and buy local. By doing this, we will build a stronger and more resilient community, one that can meet the many challenges ahead. *contributed by Elaine B. Holtz www.nortonholtz.com*

Members of several chambers were represented at Events Unlimited's Business Success Expo on January 17.



*Pictured from left are Marcos J. Suarez, Prominent Realtors, President-Elect of the Hispanic Chamber, Rachel Bingham, NetProfit, Windsor Chamber representative, Deanna Gutmann, Mark West Chamber Volunteer & Ambassador, Telisa Chai, Walt Smith, Mark West Chamber President-Elect*

**PCAM AD WINS AWARD**

Our "Wings Over Wine Country" Air Show won the Third Place Award for Large Air Show TV Ads at the International Council on Air Shows Annual Conference in Las Vegas. Due to our attendance being over 20,000 people, we were up against the biggest Air Shows in the country, including those that have the Thunderbirds and Blue Angels. Winning this award is a truly significant event for our "Wings Over Wine Country" Air Show.

Our winning TV ad is now being shown nationwide on YouTube, thanks to one of the Air Show news organizations that sends stuff like this to Air Show folks each day.

Here it is for those who may have missed it first time around:  
<http://www.youtube.com/watch?v=K0ww6dQtL8s>

We are planning our 2009 show, scheduled for August 15th-16th.  
*contributed by Roger Olson, Pacific Coast Air Museum*

**BUY OR BYE-BYE**

**WHY IT'S  
 IMPORTANT  
 TO SUPPORT  
 LOCALLY  
 OWNED  
 BUSINESSES**

**ADDRESS CHANGES**

Larsen Auto Repair  
 Ronald Larsen  
 1426 Petaluma Hill Rd.  
 Santa Rosa, CA 95404  
 (T) 535-0720 (F) 535-0721  
 ronald@larsenauto.net  
 larsenautorepairs.com

TL Tillett's Automotive  
 Tom & Joann Tillett  
 1426 Petaluma Hill Rd.  
 Santa Rosa, CA 95404  
 (T) 527-7615 (F) 535-0350  
 tillet@sonic.net

*correction:*  
 Global Medical & Safety  
 Brad Beedle  
 936 B 7th Steet, Ste. 246  
 Novato, CA 95945  
 415-309-7447 (F) 893-9106  
 bradbeedle@aol.com  
 globalmedicalnsafety.com

*Rev. Sharon Albritton  
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 (707)525-8402  
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 168 Sequoia Circle  
 Santa Rosa, CA 95401*

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## NEW MEMBERS

Bungalow Coffee & Tea  
Eric & Shawna Rundstrom  
540 Larkfield Center  
Santa Rosa, CA 95403  
546-8223 (F) 546-8224  
bungalowcoffeeandtea.com

Classic Masonry & Design  
Mark Thornton  
617 Greenview Dr.  
Santa Rosa, CA 95403  
(T) 542-2235 (F) 542-2235  
mcthorn7@comcast.net

Integrative Medical Clinic  
Dr. Ellen Barnett  
175 Concourse Blvd.  
Santa Rosa, CA 95403  
(T) 284-9200 (F) 284-9204  
ellen@imcsr.com  
www.imcsr.com

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Liz Corell  
720 A Wright St.  
Santa Rosa, CA 95404  
(T) 321-3067 (F) 637-8150  
corellzoo@comcast.net  
www.lizcorell.com

Vintners Inn  
4300 Barnes Rd.  
Santa Rosa, CA 95403  
(T) 566-2626 (F) 527-7581  
Jeran Stumbaugh  
jstumbaugh@vintnersinn.com  
www.vintnersinn.com

## RENEWALS

Wikiup Properties (1988)  
Cal State Central Credit Union (1988)  
Mark West Union School District (1989)  
Friendly Feed & Supply (1994)  
The Petrified Forest (1994)  
Burgess Lumber (1997)  
Sevall, Thwaites & Roper Insurance (1997)  
Creative Properties, Nancy Wheeler (2003)  
Sonoma Connection - *Corporate Sponsor* (2003)  
Sutter Medical Center (2004)  
Keegan & Coppin (2007)

## MEMBER PROFILE: BISTRO 29

*continued from page 1*

Our goal is to change peoples thinking about French food, it does not have to be expensive with small portions. Due to the quality of product we buy, our prices are reasonable and the portions generous. I worked at Cafe Lolos for 7 years in the same location that we occupy, and then went on to be Chef at Applewood Inn in Guerneville.

My wife and I have two children, Claire 9, and Tom 7.

*To help us celebrate our one year anniversary we will be serving a \$29 three course prix fixe menu, changing weekly, throughout the month of February (excluding Valentine's Day).*

Bistro 29, 620 5th St., Santa Rosa, CA 95404

Chef Brian Anderson, 546-2929, bistro29.com

## DOING GOOD ONE SEARCH OR PURCHASE AT A TIME!

What if even a fraction of the \$20 billion generated by search engine advertisers and online shopping was directed towards helping people in our community?

That is the concept behind GoodSearch.com a new search engine powered by Yahoo! GoodSearch.com donates 50% of its revenue, approximately a penny per search, to the charities designated by it's users. You use it exactly as you would any other search engine and the pennies add up quickly – just 500 people searching four times a day will earn around \$7,300 in a year. It doesn't cost the users a thing!

Similarly with GoodShop.com, consumers are helping their favorite causes by shopping at hundreds of well known retailers including Amazon, Target, Apple, Macy's, Best Buy, Orbitz, Staples and others.

Goodwill Industries of the Redwood Empire gives its supporters a chance to raise money for the cause every time they search the Internet or shop online. The goal is to earn \$5000.00 through the site this year, which will be used to provide employment and training services to people with disabilities and other barriers to employment. While doing a search or shopping online why not raise money for our cause? There is absolutely no reason not to!

*contributed by Stephanie Munson, Goodwill Industries/Job Link*

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GUY MANISCALCO  
Barber



**MARK WEST AREA COMMUNITY INFORMATION**

AREA POPULATION - within a 3 mile radius - 20,000  
 ELEVATION - 160 feet above sea level  
 BOUNDARIES - Area approximately bounded by:  
 Shiloh Road - North Piner Road - South  
 West Olivet Road - West Lodge on Mark West Springs Rd - East

*The Lark Newsletter is published monthly under the direction of:*  
 The Mark West Area Chamber of Commerce & Visitors Center  
 4787 Old Redwood Hiwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200  
 FLYER INSERTION: \$35 per issue.  
 You supply 300 copies of your 8.5" x 11" flyer on 20# paper.

The Lark Newsletter is mailed to member businesses each month.  
 For more information, contact Office Manager Patricia Morelli, at 578-7975.

Editors: Kathleen Palmer & John Essman (707) 433-8774  
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Printing: Clone Digital Printing & Copying (707) 527-6565

Deadline for publication is the 3rd Wednesday of the month.  
 Please email your materials to info@markwest.org

*Promote your business with  
 your flyer in the Chamber newsletter.  
 You supply the flyers - We do the work!*

**CHAMBER MEMBERSHIP DUES**

*Effective May 1, 2006*

Standard Dues		Non-Profit Dues
\$125.00	Business (1-5 Personnel)	\$110.00
\$175.00	Business (6-10 Personnel)	\$155.00
\$245.00	Business (11+ Personnel)	\$215.00
\$625.00	Corporate Sponsor	
\$ 95.00	Individual (no business affiliation)	

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**LARKFIELD**  
**Body & Paint**

**David Hartman**

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Chamber of Commerce  
and VISITORS CENTER**



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Santa Rosa, CA 95403

**AFTER HOURS  
BUSINESS SOCIAL**

**FEBRUARY 12, 2009**  
5:30pm - 7:30pm

hosted by  
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2280 Mendocino Ave.  
Ste. B-1  
Santa Rosa

***BRINGING BUSINESS & THE COMMUNITY TOGETHER!***



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Thank You  
To Our  
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**Sonoma  
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